

LAMPIRAN-LAMPIRAN

Lampiran I Kuesioner



PENGARUH PENGETAHUAN DAN NILAI PELANGGAN TERHADAP KEPUTUSAN BERKUNJUNG KECIWANGUN INDAH CAMP

Kepada Yth.

Bapak/Ibu/Saudara/i

Di

Tempat

Dengan Hormat,

Sehubungan saat ini saya Heri Rustandi mahasiswa Universitas Pendidikan Indonesia (UPI) jurusan Manajemen Resort & Leisure, sedang menyelesaikan skripsi dengan judul “Pengaruh Pengetahuan dan Nilai Pelanggan terhadap Keputusan Berkunjung ke Ciwangun Indah Camp”. Oleh karena itu saya bermaksud memohon kesediaan Bapak/Ibu/Saudara/i, untuk mengisi kuesioner dalam penelitian ini.

Atas perhatian dan kesediaan Bapak/Ibu/Saudara/i, saya ucapkan terima kasih.

Bandung, Mei 2014

Heri Rustandi

KUESIONER PENELITIAN

PENGARUH PENGETAHUAN DAN NILAI PELANGGAN TERHADAP KEPUTUSAN BERKUNJUNG KE CIWANGUN INDAH CAMP

Berikan tanda checklist (✓) pada jawaban yang anda pilih!

Bubuhkanlah tanda *checklist* (✓) pada kotak yang disediakan sesuai dengan pendapat anda.

I. Karakteristik Responden

1. Jenis Kelamin :
☐ Pria ☐ Wanita
2. Usia Saya :
☐ < 20 th ☐ 20-30 th ☐ 30-40 th ☐ > 40 th
3. Tingkat Pendidikan :
☐ SMP ☐ Diploma ☐ Lainnya (sebutkan):

☐ SMA ☐ Sarjana
4. Pekerjaan :
☐ Pelajar ☐ Wiraswasta ☐ Lainnya (sebutkan):.....
☐ PNS ☐ Karyawan
5. Kisaran pendapatan saya dalam satu bulan :
☐ < 1.000.000 ☐ 1.000.000-5.000.000
☐ >5.000.000

II. Pengalaman Responden

1. Alasan utama Saya berkunjung ke Ciwangun Indah Camp:
☐ Rekomendasi orang lain ☐ Fasilitas dan sarana yang lengkap
☐ Pelayanan yang baik dan cepat ☐ keragaman Aktivitas wisata
☐ Lainnya (sebutkan)
2. Sudah Berapa kali Saya berkunjung ke Ciwangun Indah Camp:
☐ Pertama ☐ 2-4 kali ☐ 5- 7 ☐ >7 kali
3. Tujuan Saya berkunjung ke Ciwangun Indah Camp:
☐ Berkumpul bersama teman/ keluarga

Heri Rustandi, 2014

**PENGARUH PENGETAHUAN DAN NILAI PELANGGAN TERHADAP KEPUTUSAN BERKUNJUNG
KE CIWANGUN INDAH CAMP**

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- ☐ Kenyamanan tempat
- ☐ Lokasi strategis
- ☐ Sekedar mencoba-coba
- ☐ Liburan untuk mencari kesenangan
- ☐ Lainnya (sebutkan).....

4. Saya mengetahui informasi mengenai Ciwangun Indah Camp dari:

- ☐ Keluarga/teman ☐ Website ☐ Lainnya,
sebutkan.....
- ☐ Media Cetak ☐ E-mail

Berilah tanda silang (√) pada salah satu jawaban anda dari nilai terbesar sampai dengan terkecil dengan penilaian : STS= Sangat tidak Setuju, TS= Tidak setuju, C= Cukup, S= Setuju, SS = Sangat Setuju

III. Pengetahuan Pelanggan (Wisatawan)						
Bagaimana pengetahuan saya mengenai Produk Ciwangun Indah Camp?						
A. Pengetahuan Produk						
No .	Pernyataan	Skor Penilaian				
		(5) SS	(4) S	(3) C	(2) TS	(1) STS
1	Saya tahu bahwa Ciwangun Indah Camp adalah termasuk perusahaan jasa pariwisata					
2	Saya tahu aktivitas wisata Ciwangun Indah Camp memiliki ciri khas dan berdeda dengan aktivitas wisata lain					
3	Saya tahu harga setiap aktivitas Ciwangun Indah Camp					
4	Saya tahu aktivitas wisata Ciwangun Indah Camp sangat aman dan nyaman digunakan					
B. Pengetahuan Pembelian						
5	Saya sangat mengetahui Lokasi Ciwangun Indah Camp					
6	Lokasi Ciwangun Indah Camp sangat mudah ditemukan					
7	Petunjuk jalan menuju Lokasi Ciwangun Indah Camp sangat Jelas					
8	Petunjuk jalan menuju lokasi Ciwangun Indah Camp sangat sering ditemukan					
9	Adanya Petunjuk jalan setiap menuju aktivitas wisata Ciwangun Indah Camp					
10	Petunjuk jalan setiap menuju aktivitas wisata Ciwangun Indah Camp sangat jelas					

C. Pengetahuan Pemakaian					
11	Saya dapat melakukan aktivitas -aktivitas wisata Ciwangun Indah Camp				
12	Saya dapat melakukan dengan baik atas aktivitas -aktivitas wisata Ciwangun Indah Camp				
13	Setiap aktivitas wisata Ciwangun Indah Camp dapat saya lakukan dengan benar				
14	Saya sangat kecewa ketika terjadi kesalahan saat beraktivitas wisata				
IV. Nilai Pelanggan (Wisatawan) :Benefit/Cost					
Apakah manfaat yang diperoleh ketika berwisata ke CIC telah sesuai dengan korbanan saya?					
A. Manfaat Produk					
15	Menurut saya aktivitas wisata Ciwangun Indah Camp sangat baik dan sudah sesuai dengan biaya yang sudah saya keluarkan				
16	Menurut saya aktivitas wisata Ciwangun Indah Camp sangat baik dan sudah sesuai dengan lamanya waktu yang sudah saya habiskan				
17	Menurut saya aktivitas wisata Ciwangun Indah Camp sangat baik dan sudah sesuai dengan tingkat kesulitan dalam menemukan aktivitas wisatanya				
18	Menurut saya aktivitas wisata Ciwangun Indah Camp sangat baik karena sesuai dengan kepuasan yang sudah saya rasakan				
B. Manfaat Pelayanan					
19	Menurut saya pelayanan yang diberikan Ciwangun Indah Camp sudah sesuai dengan biaya yang sudah saya keluarkan				
20	Menurut saya pelayanan yang diberikan Ciwangun Indah Camp sesuai dengan lamanya waktu yang sudah saya habiskan				
21	Menurut saya pelayanan yang diberikan Ciwangun Indah Camp sudah sesuai dengan tingkat kesulitan dalam menemukan aktivitas wisatanya				
22	Menurut saya pelayanan yang diberikan Ciwangun Indah Camp sudah sesuai dengan kepuasan yang sudah saya rasakan				
C. Manfaat Pengetahuan Karyawan					
23	Menurut saya daya tangkap karyawan dalam melayani sudah sesuai dengan biaya yang saya keluarkan				
24	Menurut saya daya tangkap karyawan dalam melayani sudah sesuai dengan lamanya waktu				

	yang saya habiskan					
25	Menurut saya daya tangkap karyawan dalam melayani sudah sesuai dengan tingkat kesulitan dalam menemukan aktivitas wisatanya					
D. Manfaat Citra						
26	Saya merasa bangga berwisata ke Ciwangun Indah Camp karena sudah sesuai dengan biaya yang sudah saya keluarkan					
27	Saya merasa bangga berwisata ke Ciwangun Indah Camp karena sudah sesuai dengan lamanya waktu yang sudah saya habiskan					
28	Saya merasa bangga berwisata ke Ciwangun Indah Camp karena sudah sesuai dengan tingkat kesulitan dalam menemukan aktivitas wisatanya					
29	Saya merasa bangga berwisata ke Ciwangun Indah Camp karena sudah sesuai dengan kepuasan yang saya rasakan					
V. Keputusan Berkunjung						
Bagaimana saya mengambil keputusan berkunjung ke Ciwangun Indah Camp?						
A. Pilihan produk						
30	Aktivitas wisata Ciwangun Indah Camp sangat menarik					
31	Penempatan aktivitas-aktivitas wisata Ciwangun Indah Camp sangat strategis					
32	Aktivitas wisata Ciwangun Indah Camp sangat beragam					
B. Pilihan Merek						
33	Merek Ciwangun Indah Camp sangat menarik dan berbeda dengan tempat wisata lain					
34	Nama Ciwangun Indah Camp sangat unik					
35	Saya berkunjung ke Ciwangun Indah Camp karena kepopulerannya					
C. Pilihan Saluran Distribusi						
36	Lokasi Ciwangun Indah Camp sangat strategis dan mudah dijangkau.					
37	Saya dapat dengan mudah ke Ciwangun Indah Camp menggunakan transportasi umum.					
D. Waktu Pembelian						
38	Saya melakukan kunjungan ke Ciwangun Indah Camp pada waktu <i>weekends</i>					
39	Saya melakukan kunjungan ke Ciwangun Indah Camp pada waktu <i>weekdays</i>					
40	Saya melakukan kunjungan ke Ciwangun Indah Camp pada waktu libur nasional, libur hari raya, tahun baru					

41	Saya melakukan kunjungan ke Ciwangun Indah Camp pada waktu luang yang cukup					
E. Metode Pembayaran						
42	Saat bertransaksi saya dapat melakukan pembayaran dengan sangat mudah.					
43	Saat bertransaksi saya dapat melakukan pembayaran secara tunai					
44	Saat bertransaksi saya dapat melakukan pembayaran dengan kartu kredit					

Lampiran II Data Tabulasi Validitas Dan Reliabilitas

Variabel Pengetahuan Pelanggan (X ₁)																
		Pengetahuan Produk				Pengetahuan Pembelian						pengetahuan Pemakaian				
		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	totalx1
p1	Pearson Correlation	1	,328	,546	,389	,415	,006	,138	,372	,351	,456	,393	,511	,572	,609	,602
	Sig. (2-tailed)		,077	,002	,034	,023	,973	,468	,043	,057	,011	,032	,004	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,328	1	,332	,452	,155	,239	,269	,505	,401	,444	,349	,298	,275	,163	,506
	Sig. (2-tailed)	,077		,073	,012	,413	,204	,150	,004	,028	,014	,059	,109	,142	,390	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,546	,332	1	,578	,582	,320	,252	,556	,383	,448	,563	,673	,713	,573	,754
	Sig. (2-tailed)	,002	,073		,001	,001	,084	,179	,001	,036	,013	,001	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,389	,452	,578	1	,491	,343	,325	,565	,511	,652	,699	,682	,608	,416	,758
	Sig. (2-tailed)	,034	,012	,001		,006	,064	,080	,001	,004	,000	,000	,000	,000	,022	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,415	,155	,582	,491	1	,553	,540	,676	,497	,441	,559	,481	,502	,418	,759
	Sig. (2-tailed)	,023	,413	,001	,006		,002	,002	,000	,005	,015	,001	,007	,005	,021	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	,006	,239	,320	,343	,553	1	,739	,593	,524	,453	,329	,281	,315	,018	,600
	Sig. (2-tailed)	,973	,204	,084	,064	,002		,000	,001	,003	,012	,076	,132	,090	,926	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,138	,269	,252	,325	,540	,739	1	,585	,601	,606	,343	,324	,239	-,023	,623
	Sig. (2-tailed)	,468	,150	,179	,080	,002	,000		,001	,000	,000	,064	,081	,204	,905	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,372	,505	,556	,565	,676	,593	,585	1	,808	,722	,569	,436	,652	,363	,858
	Sig. (2-tailed)	,043	,004	,001	,001	,000	,001	,001		,000	,000	,001	,016	,000	,048	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson	,351	,401	,383	,511	,497	,524	,601	,808	1	,866	,542	,448	,585	,286	,793

	Correlation															
	Sig. (2-tailed)	,057	,028	,036	,004	,005	,003	,000	,000		,000	,002	,013	,001	,125	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	,456	,444	,448	,652	,441	,453	,606	,722	,866	1	,554	,539	,603	,514	,836
	Sig. (2-tailed)	,011	,014	,013	,000	,015	,012	,000	,000	,000		,001	,002	,000	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	,393	,349	,563	,699	,559	,329	,343	,569	,542	,554	1	,809	,521	,319	,740
	Sig. (2-tailed)	,032	,059	,001	,000	,001	,076	,064	,001	,002	,001		,000	,003	,086	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	,511	,298	,673	,682	,481	,281	,324	,436	,448	,539	,809	1	,612	,498	,743
	Sig. (2-tailed)	,004	,109	,000	,000	,007	,132	,081	,016	,013	,002	,000		,000	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13	Pearson Correlation	,572	,275	,713	,608	,502	,315	,239	,652	,585	,603	,521	,612	1	,558	,770
	Sig. (2-tailed)	,001	,142	,000	,000	,005	,090	,204	,000	,001	,000	,003	,000		,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	,609	,163	,573	,416	,418	,018	-,023	,363	,286	,514	,319	,498	,558	1	,572
	Sig. (2-tailed)	,000	,390	,001	,022	,021	,926	,905	,048	,125	,004	,086	,005	,001		,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
totalx1	Pearson Correlation	,602	,506	,754	,758	,759	,600	,623	,858	,793	,836	,740	,743	,770	,572	1
	Sig. (2-tailed)	,000	,004	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).																
*. Correlation is significant at the 0.05 level (2-tailed).																

Reliability Statistics

Cronbach's Alpha	N of Items
,920	14

Correlations

Variabel Nilai Pelanggan (X₂)

		Manfaat Produk				Manfaat Pelayanan				Manfaat Pengetahuan Karyawan			Manfaat Citra				
		p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	totalx2
p15	Pearson Correlation	1	,669	,763	,726	,521	,456	,455	,415	,527	,560	,443	,610	,736	,726	,760	,776
	Sig. (2-tailed)		,000	,000	,000	,003	,011	,012	,023	,003	,001	,014	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	,669	1	,433	,756	,480	,422	,525	,430	,630	,643	,451	,418	,610	,673	,555	,723
	Sig. (2-tailed)	,000		,017	,000	,007	,020	,003	,018	,000	,000	,012	,022	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p17	Pearson Correlation	,763	,433	1	,656	,426	,442	,526	,467	,465	,483	,415	,655	,777	,703	,708	,737
	Sig. (2-tailed)	,000	,017		,000	,019	,015	,003	,009	,010	,007	,022	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	,726	,756	,656	1	,639	,704	,571	,551	,448	,699	,623	,665	,806	,686	,778	,859
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,001	,002	,013	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p19	Pearson Correlation	,521	,480	,426	,639	1	,749	,614	,533	,415	,615	,548	,552	,600	,560	,623	,745
	Sig. (2-tailed)	,003	,007	,019	,000		,000	,000	,002	,023	,000	,002	,002	,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	,456	,422	,442	,704	,749	1	,554	,706	,344	,552	,527	,649	,753	,540	,686	,762
	Sig. (2-tailed)	,011	,020	,015	,000	,000		,002	,000	,063	,002	,003	,000	,000	,002	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	,455	,525	,526	,571	,614	,554	1	,660	,651	,674	,644	,545	,627	,706	,615	,779
	Sig. (2-tailed)	,012	,003	,003	,001	,000	,002		,000	,000	,000	,000	,002	,000	,000	,000	,000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	,415	,430	,467	,551	,533	,706	,660	1	,656	,684	,737	,579	,597	,719	,585	,777
	Sig. (2-tailed)	,023	,018	,009	,002	,002	,000	,000		,000	,000	,000	,001	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p23	Pearson Correlation	,527	,630	,465	,448	,415	,344	,651	,656	1	,800	,624	,349	,471	,731	,521	,714
	Sig. (2-tailed)	,003	,000	,010	,013	,023	,063	,000	,000		,000	,000	,059	,009	,000	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p24	Pearson Correlation	,560	,643	,483	,699	,615	,552	,674	,684	,800	1	,862	,602	,632	,745	,757	,856
	Sig. (2-tailed)	,001	,000	,007	,000	,000	,002	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p25	Pearson Correlation	,443	,451	,415	,623	,548	,527	,644	,737	,624	,862	1	,701	,603	,712	,723	,800
	Sig. (2-tailed)	,014	,012	,022	,000	,002	,003	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p26	Pearson Correlation	,610	,418	,655	,665	,552	,649	,545	,579	,349	,602	,701	1	,901	,665	,821	,808
	Sig. (2-tailed)	,000	,022	,000	,000	,002	,000	,002	,001	,059	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p27	Pearson Correlation	,736	,610	,777	,806	,600	,753	,627	,597	,471	,632	,603	,901	1	,758	,864	,893
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,009	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p28	Pearson Correlation	,726	,673	,703	,686	,560	,540	,706	,719	,731	,745	,712	,665	,758	1	,822	,892
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,002	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p29	Pearson Correlation	,760	,555	,708	,778	,623	,686	,615	,585	,521	,757	,723	,821	,864	,822	1	,899
	Sig. (2-tailed)	,000	,001	,000	,000	,000	,000	,000	,001	,003	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

totalx2	Pearson Correlation	,776**	,723**	,737**	,859**	,745**	,762**	,779**	,777**	,714**	,856**	,800**	,808**	,893**	,892**	,899**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).																	
*. Correlation is significant at the 0.05 level (2-tailed).																	

Reliability Statistics

Cronbach's Alpha	N of Items
,960	15

Correlations

Variabel Keputusan Berkunjung (Y)

		Pilihan Produk			Pilihan Merek			Pilihan Saluran Distibusi		Waktu Pembelian				Metode Pembayaran			
		p30	p31	p32	p33	p34	p35	p36	p37	p38	p39	p40	p41	p42	p43	p44	Totally
p30	Pearson Correlation	1	,704	,693	,466	,530	,388	,538	,389	,253	,246	,367	,607	,181	,101	,371	,674
	Sig. (2-tailed)		,000	,000	,009	,003	,034	,002	,034	,178	,190	,046	,000	,339	,596	,044	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p31	Pearson Correlation	,704	1	,580	,679	,554	,381	,669	,690	,242	,271	,466	,541	,256	,140	,599	,782
	Sig. (2-tailed)	,000		,001	,000	,001	,038	,000	,000	,197	,147	,009	,002	,172	,459	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p32	Pearson Correlation	,693	,580	1	,323	,632	,632	,346	,389	,336	,141	,517	,737	,533	,403	,502	,756
	Sig. (2-tailed)	,000	,001		,081	,000	,000	,061	,033	,070	,456	,003	,000	,002	,027	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p33	Pearson Correlation	,466	,679	,323	1	,690	,410	,533	,624	,308	,526	,358	,406	,052	,253	,641	,749
	Sig. (2-tailed)	,009	,000	,081		,000	,025	,002	,000	,098	,003	,052	,026	,787	,177	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p34	Pearson Correlation	,530	,554	,632	,690	1	,604	,368	,438	,364	,203	,449	,563	,280	,385	,683	,774
	Sig. (2-tailed)	,003	,001	,000	,000		,000	,045	,016	,048	,283	,013	,001	,135	,036	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p35	Pearson Correlation	,388	,381	,632	,410	,604	1	,335	,386	,433	,326	,226	,497	,309	,435	,609	,713
	Sig. (2-tailed)	,034	,038	,000	,025	,000		,071	,035	,017	,079	,230	,005	,097	,016	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p36	Pearson Correlation	,538	,669	,346	,533	,368	,335	1	,763	,318	,489	,205	,160	,446	,235	,397	,697
	Sig. (2-tailed)	,002	,000	,061	,002	,045	,071		,000	,087	,006	,278	,398	,014	,211	,030	,000

	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p37	Pearson Correlation	,389	,690	,389	,624	,438	,386	,763	1	,116	,429	,329	,315	,510	,442	,467	,743
	Sig. (2-tailed)	,034	,000	,033	,000	,016	,035	,000		,540	,018	,076	,090	,004	,015	,009	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p38	Pearson Correlation	,253	,242	,336	,308	,364	,433	,318	,116	1	,509	,184	,138	,039	,060	,295	,470
	Sig. (2-tailed)	,178	,197	,070	,098	,048	,017	,087	,540		,004	,331	,466	,838	,752	,113	,009
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p39	Pearson Correlation	,246	,271	,141	,526	,203	,326	,489	,429	,509	1	,102	,180	,117	,323	,215	,529
	Sig. (2-tailed)	,190	,147	,456	,003	,283	,079	,006	,018	,004		,591	,342	,538	,082	,253	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p40	Pearson Correlation	,367	,466	,517	,358	,449	,226	,205	,329	,184	,102	1	,663	,338	,295	,484	,579
	Sig. (2-tailed)	,046	,009	,003	,052	,013	,230	,278	,076	,331	,591		,000	,068	,113	,007	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p41	Pearson Correlation	,607	,541	,737	,406	,563	,497	,160	,315	,138	,180	,663	1	,293	,367	,495	,676
	Sig. (2-tailed)	,000	,002	,000	,026	,001	,005	,398	,090	,466	,342	,000		,116	,046	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p42	Pearson Correlation	,181	,256	,533	,052	,280	,309	,446	,510	,039	,117	,338	,293	1	,703	,267	,510
	Sig. (2-tailed)	,339	,172	,002	,787	,135	,097	,014	,004	,838	,538	,068	,116		,000	,154	,004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p43	Pearson Correlation	,101	,140	,403	,253	,385	,435	,235	,442	,060	,323	,295	,367	,703	1	,372	,535
	Sig. (2-tailed)	,596	,459	,027	,177	,036	,016	,211	,015	,752	,082	,113	,046	,000		,043	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p44	Pearson Correlation	,371	,599	,502	,641	,683	,609	,397	,467	,295	,215	,484	,495	,267	,372	1	,760
	Sig. (2-tailed)	,044	,000	,005	,000	,000	,000	,030	,009	,113	,253	,007	,005	,154	,043		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

totaly	Pearson Correlation	,674**	,782**	,756**	,749**	,774**	,713**	,697**	,743**	,470**	,529**	,579**	,676**	,510**	,535**	,760**	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,009	,003	,001	,000	,004	,002	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).																	
*. Correlation is significant at the 0.05 level (2-tailed).																	

Reliability Statistics

Cronbach's Alpha	N of Items
,906	15

Lampiran III Tabulasi Data 100 Responden

Variabel Pengetahuan Pelanggan (X_1)	
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														Variabel Nilai Pelanggan (X ₂)															
No.Resp	Pengetahuan Produk				Pengetahuan Pembelian						Pengetahuan Pemakaian				Manfaat Produk				Manfaat Pelayanan				Manfaat Pengetahuan Karyawan			Manfaat Citra			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
1	2	2	2	3	4	3	3	3	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	4	3	2	3	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	3	4	5	5	3	2	3	3	4	4	3	3	4	3	3	3	3	3	3	2	3	3	3	2	3	3	3
4	3	3	2	2	2	4	3	3	3	2	2	2	2	5	3	2	2	2	2	2	3	3	2	2	2	3	2	2	2
5	5	3	2	2	3	3	3	2	2	4	4	3	3	5	3	2	2	1	2	2	2	1	2	2	2	1	1	1	1
6	4	3	2	4	3	4	4	4	3	3	3	3	3	3	4	4	4	3	3	3	4	4	3	3	3	3	3	3	3
7	4	3	4	4	5	2	3	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	3	4	3	3	3	3
8	4	4	2	4	3	3	3	4	3	4	3	3	3	2	4	3	3	3	4	4	4	4	3	3	3	3	3	3	3
9	4	3	3	3	3	4	3	3	4	4	4	4	3	2	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3
10	4	4	3	3	3	4	4	4	4	4	4	3	3	2	4	3	4	3	3	3	4	4	4	4	4	4	4	4	4
11	4	3	3	3	2	4	3	3	2	3	3	2	3	3	3	3	3	2	3	3	3	3	4	3	3	3	3	3	3
12	4	4	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4
13	4	4	3	3	2	3	4	2	2	2	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
14	4	4	3	3	2	3	4	2	2	2	4	4	4	5	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
15	3	3	2	3	3	2	2	2	3	3	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
16	4	4	4	4	4	4	3	3	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3
17	4	4	4	5	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	4
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22	5	5	5	5	5	5	5	5	5	4	4	4	4	4	3	3	3	4	3	4	3	3	4	4	4	4	4	4	2
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33	4	5	3	4	4	5	5	4	4	4	5	4	4	5	4	4	3	4	4	3	4	2	4	4	3	4	4	4	4
34	4	3	2	3	3	3	2	3	4	5	5	5	3	5	5	5	4	4	4	4	4	4	3	4	4	4	4	4	4
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67	4	5	5	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	3	3	3	4	4
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74	5	2	2	3	4	5	1	1	2	2	5	4	4	5	5	3	3	3	5	2	2	3	3	3	5	3
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77	3	3	3	4	3	3	3	4	3	4	3	3	3	4	5	4	4	4	4	4	4	4	4	4	4	4
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79	5	5	5	5	4	4	4	4	4	4	4	4	4	2	5	5	5	5	5	5	5	5	5	5	5	5
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93	4	2	2	4	2	3	3	2	3	2	3	3	3	3	4	3	3	3	3	4	2	3	2	2	3	2	3	
94	5	5	2	5	2	2	3	2	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	
95	4	3	2	3	2	2	3	2	3	3	4	3	2	4	3	4	3	3	3	3	3	3	3	3	4	4	4	
96	3	5	1	5	5	5	4	4	5	5	5	5	4	1	5	5	5	5	4	4	3	2	5	4	3	5	5	
97	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	5	5	5	4	4	4	4	4	5	
98	3	4	4	4	5	5	5	4	4	4	5	4	4	1	4	4	4	5	4	2	2	2	3	3	3	4	5	
99	4	5	2	3	5	3	3	3	3	3	5	3	3	2	4	4	4	4	4	4	4	4	2	2	2	3	4	
100	5	4	3	4	5	5	5	5	5	4	5	4	4	5	4	3	3	4	4	4	4	4	4	4	4	3	4	

Variabel Keputusan Berkunjung (Y)

No. Resp	PilihanProduk			Pilihan Merek			Saluran Distribusi		Waktu Pembelian				Metode Pembayaran		
	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
1	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3	4	4	4	4	4	3	4	4	4	4	4	5	4	3	2
4	3	3	3	3	3	3	3	2	3	3	2	2	3	3	3
5	3	2	2	2	2	2	3	3	2	2	2	2	3	3	3
6	3	3	3	3	3	3	4	4	4	3	3	2	3	3	3
7	3	4	3	4	4	2	2	2	4	2	3	4	3	4	1
8	5	3	4	4	4	3	3	3	5	2	3	3	2	3	3
9	3	3	3	3	4	3	4	4	4	4	4	4	4	4	4
10	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4
11	4	4	3	3	3	2	3	3	4	2	2	3	3	3	3
12	3	3	3	3	3	3	3	3	2	2	3	3	3	3	3
13	4	4	4	3	3	3	3	3	4	3	4	3	3	3	3
14	4	4	4	4	4	4	4	4	4	4	2	3	3	3	3
15	2	3	2	3	3	3	3	3	3	3	3	3	3	3	3
16	3	3	3	2	3	3	3	3	2	3	2	2	4	4	2
17	4	4	4	4	4	4	4	5	4	2	2	2	4	4	2
18	5	5	5	2	4	5	4	4	5	4	1	4	5	4	2
19	3	3	3	3	3	3	3	3	4	4	4	4	5	5	2
20	4	3	4	3	3	2	2	3	2	2	4	1	4	4	3
21	3	3	3	4	4	3	4	3	4	4	4	4	4	4	2
22	3	3	3	3	3	3	3	3	3	2	3	4	4	4	2

23	3	3	2	3	3	2	4	4	2	2	2	4	5	5	1
24	3	3	3	3	4	3	3	3	2	2	2	4	3	3	3
25	4	3	2	2	4	2	4	3	3	4	3	4	3	4	1
26	4	3	3	4	4	2	4	4	4	4	3	4	4	4	1
27	3	3	3	3	3	3	3	4	3	4	4	4	4	4	2
28	4	4	4	4	4	4	3	3	3	3	4	4	4	4	2
29	3	3	3	3	3	3	3	3	2	4	2	2	4	4	1
30	2	3	2	2	2	3	2	3	3	3	3	3	4	4	1
31	3	3	3	3	4	3	3	3	3	3	4	4	3	4	1
32	4	4	4	4	4	4	2	1	1	4	1	1	2	3	1
33	5	5	5	4	4	3	5	1	4	4	3	4	4	4	2
34	4	4	4	5	4	4	4	4	3	3	3	4	4	4	4
35	4	4	4	3	3	3	3	3	3	3	3	4	4	4	3
36	4	4	4	3	2	3	4	4	4	4	4	4	4	4	4
37	3	3	3	4	4	3	4	4	4	4	3	3	3	3	3
38	3	3	3	4	4	3	4	4	4	4	3	3	3	3	3
39	4	4	3	4	4	4	4	3	3	4	4	3	4	4	2
40	4	4	4	2	4	4	3	4	3	3	4	4	4	4	2
41	5	5	4	4	3	3	3	3	3	4	3	4	4	3	3
42	5	5	4	4	3	3	3	3	3	4	3	4	4	3	3
43	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3
44	4	4	4	4	4	3	4	2	3	3	3	3	4	4	2
45	4	5	5	4	4	2	3	5	2	1	1	4	4	5	2
46	4	5	5	4	4	2	3	5	2	1	1	4	4	5	2
47	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
48	4	4	3	3	3	3	3	4	4	4	3	3	3	3	4
49	4	4	4	3	4	4	4	5	4	4	4	5	4	4	3
50	3	2	3	2	2	2	2	2	3	3	2	3	3	3	1

51	4	3	4	2	2	1	4	3	2	4	2	5	4	4	1
52	4	3	3	4	3	4	4	3	4	4	4	4	3	3	3
53	4	4	4	2	2	3	4	4	4	3	4	3	3	3	3
54	4	4	3	3	4	4	4	4	4	4	4	4	4	4	2
55	3	4	4	4	4	4	4	3	3	3	3	4	4	4	3
56	3	5	5	5	3	3	2	1	4	4	4	4	4	4	2
57	5	5	5	5	2	2	3	1	5	5	4	4	5	5	1
58	3	3	3	5	3	3	2	1	4	4	4	4	2	4	1
59	4	3	3	3	3	3	2	1	4	4	4	4	4	4	2
60	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3
61	4	4	4	3	5	3	3	3	3	4	3	3	3	4	3
62	4	4	3	3	3	3	3	3	3	3	3	3	4	4	3
63	3	3	3	3	4	3	3	3	4	4	4	4	3	3	2
64	4	3	3	3	3	3	4	4	2	2	2	3	3	2	3
65	3	3	3	4	5	4	4	2	4	4	4	4	4	4	2
66	5	5	5	4	4	4	4	3	4	4	4	4	4	4	4
67	4	4	4	4	4	3	4	2	5	4	5	4	4	4	2
68	3	1	3	4	2	1	1	1	1	3	2	5	5	4	1
69	4	4	4	5	5	4	5	5	5	3	5	4	4	4	3
70	5	5	5	4	4	4	4	4	4	4	4	4	5	5	1
71	3	2	3	3	3	2	3	2	2	2	3	3	3	3	3
72	3	1	3	2	3	3	2	2	1	4	1	3	4	4	2
73	2	2	4	2	2	2	2	1	2	1	2	2	2	5	1
74	2	2	2	5	3	2	5	3	3	3	4	5	4	4	1
75	5	4	4	5	4	4	3	5	4	4	5	4	4	5	2
76	5	4	5	5	4	5	5	5	5	5	5	5	5	5	1
77	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2
78	5	5	4	4	5	4	5	5	5	5	4	5	5	5	2

79	5	5	5	5	5	5	5	5	2	2	2	5	5	5	2
80	3	3	2	2	3	1	3	4	2	4	2	4	4	4	2
81	4	5	4	4	3	4	4	4	4	3	4	4	4	4	3
82	5	4	5	4	4	3	3	3	5	4	4	4	4	4	3
83	4	4	4	4	4	4	4	4	4	3	3	4	4	4	3
84	4	4	4	3	3	2	4	4	4	3	3	4	3	3	2
85	3	4	3	4	4	4	4	3	4	4	4	4	4	4	2
86	4	3	4	3	4	3	4	4	3	3	2	2	4	4	3
87	4	3	4	3	3	3	4	4	3	3	2	2	4	4	4
88	3	4	4	3	3	3	2	2	2	3	3	3	3	3	3
89	3	3	3	3	3	4	2	3	2	4	3	3	3	3	2
90	3	3	3	3	3	3	3	3	4	4	3	3	4	4	3
91	4	3	4	4	4	3	3	3	2	4	2	4	4	4	2
92	4	4	4	4	4	2	2	2	2	3	3	4	3	3	2
93	3	3	2	2	2	2	3	3	2	4	3	4	3	3	3
94	5	1	5	5	3	1	1	1	1	5	5	5	5	5	1
95	3	3	3	3	3	3	3	2	3	3	3	4	3	3	3
96	5	5	5	4	4	4	4	2	5	5	5	5	5	5	1
97	5	5	5	4	4	4	3	3	4	4	4	4	4	4	2
98	5	5	4	4	2	1	5	4	4	4	4	5	4	5	1
99	3	3	4	4	4	2	4	3	2	2	2	4	4	4	2
100	4	4	4	3	3	3	5	4	3	3	3	5	5	5	3

Lampiran IV Tabulasi Data Interval 100 Responden

No.Resp.	Variabel Pengetahuan Pelanggan (X ₁)																
	Pengetahuan Produk				jumlah	Pengetahuan Pembelian						Jumlah	Pengetahuan Pemakaian				Jumlah
	1	2	3	4		5	6	7	8	9	10		11	12	13	14	
1	1,704	1,968	2,172	2,200	8,044	3,702	2,031	2,979	3,111	2,097	2,044	15,965	3,926	2,146	3,069	3,008	12,149
2	3,577	3,031	2,172	2,200	10,980	2,966	2,031	2,979	3,111	2,097	2,044	15,229	2,782	2,146	3,069	3,846	11,843
3	3,577	4,134	3,076	3,267	14,054	4,614	3,858	2,979	2,154	2,097	2,044	17,746	3,926	3,325	3,069	3,008	13,328
4	2,401	3,031	2,172	1,000	8,605	2,068	2,854	2,979	3,111	2,097	1,000	14,110	1,816	1,000	1,922	4,849	9,587
5	5,011	3,031	2,172	1,000	11,214	2,966	2,031	2,979	2,154	1,000	3,088	14,217	3,926	2,146	3,069	4,849	13,991
6	3,577	3,031	2,172	3,267	12,048	2,966	2,854	3,879	4,001	2,097	2,044	17,842	2,782	2,146	3,069	3,008	11,005
7	3,577	3,031	3,971	3,267	13,846	4,614	1,000	2,979	3,111	3,069	3,088	17,861	3,926	3,325	4,345	3,008	14,604
8	3,577	4,134	2,172	3,267	13,150	2,966	2,031	2,979	4,001	2,097	3,088	17,162	2,782	2,146	3,069	2,084	10,081
9	3,577	3,031	3,076	2,200	11,884	2,966	2,854	2,979	3,111	3,069	3,088	18,067	3,926	3,325	3,069	2,084	12,404
10	3,577	4,134	3,076	2,200	12,987	2,966	2,854	3,879	4,001	3,069	3,088	19,857	3,926	2,146	3,069	2,084	11,225
11	3,577	3,031	3,076	2,200	11,884	2,068	2,854	2,979	3,111	1,000	2,044	14,057	2,782	1,000	3,069	3,008	9,859
12	3,577	4,134	3,076	3,267	14,054	2,966	2,854	3,879	3,111	3,069	2,044	17,924	3,926	3,325	4,345	3,846	15,442
13	3,577	4,134	3,076	2,200	12,987	2,068	2,031	3,879	2,154	1,000	1,000	12,131	3,926	2,146	3,069	3,008	12,149
14	3,577	4,134	3,076	2,200	12,987	2,068	2,031	3,879	2,154	1,000	1,000	12,131	3,926	3,325	4,345	4,849	16,445
15	2,401	3,031	2,172	2,200	9,805	2,966	1,000	2,057	2,154	2,097	2,044	12,318	2,782	2,146	3,069	4,849	12,846
16	3,577	4,134	3,971	3,267	14,949	3,702	2,854	2,979	3,111	3,069	3,088	18,803	3,926	3,325	4,345	3,846	15,442
17	3,577	4,134	3,971	4,407	16,088	3,702	2,854	3,879	4,001	3,069	3,088	20,592	3,926	3,325	5,820	4,849	17,920
18	2,401	4,134	1,000	4,407	11,942	3,702	1,000	4,942	3,111	4,167	3,088	20,009	3,926	3,325	4,345	4,849	16,445
19	3,577	4,134	3,971	3,267	14,949	3,702	2,854	3,879	4,001	3,069	3,088	20,592	2,782	3,325	4,345	2,084	12,535
20	3,577	3,031	3,971	2,200	12,779	2,966	2,031	2,057	3,111	2,097	3,088	15,350	3,926	3,325	4,345	2,084	13,680
21	3,577	4,134	3,076	3,267	14,054	3,702	2,854	3,879	2,154	3,069	3,088	18,745	3,926	3,325	4,345	3,846	15,442
22	5,011	5,332	5,125	4,407	19,875	4,614	3,858	4,942	5,023	4,167	3,088	25,691	3,926	3,325	4,345	3,846	15,442
23	2,401	3,031	3,076	2,200	10,708	2,966	2,031	2,979	3,111	1,000	2,044	14,132	3,926	3,325	4,345	4,849	16,445
24	3,577	3,031	3,076	2,200	11,884	3,702	2,854	3,879	3,111	3,069	3,088	19,703	3,926	3,325	4,345	3,008	14,604
25	5,011	3,031	2,172	1,000	11,214	3,702	2,031	2,057	2,154	1,000	1,000	11,943	3,926	3,325	4,345	4,849	16,445
26	3,577	4,134	3,076	4,407	15,193	3,702	3,858	4,942	4,001	4,167	3,088	23,757	2,782	3,325	4,345	3,008	13,459
27	2,401	4,134	3,076	2,200	11,811	2,966	2,854	3,879	4,001	2,097	4,376	20,173	2,782	3,325	4,345	4,849	15,301
28	3,577	4,134	3,076	3,267	14,054	4,614	2,031	3,879	4,001	2,097	2,044	18,666	3,926	3,325	4,345	3,008	14,604
29	3,577	3,031	3,076	2,200	11,884	2,068	2,031	2,979	3,111	2,097	2,044	14,331	2,782	2,146	3,069	3,008	11,005
30	3,577	4,134	3,971	3,267	14,949	4,614	2,854	3,879	4,001	3,069	3,088	21,505	5,220	3,325	4,345	3,846	16,735
31	3,577	3,031	3,971	3,267	13,846	3,702	2,854	3,879	4,001	3,069	3,088	20,592	3,926	3,325	4,345	3,846	15,442
32	1,000	3,031	1,000	3,267	8,299	2,068	1,000	3,879	4,001	3,069	2,044	16,061	1,000	1,000	1,000	4,849	7,849
33	3,577	5,332	3,076	3,267	15,252	3,702	3,858	4,942	4,001	3,069	3,088	22,658	5,220	3,325	4,345	4,849	17,739
34	3,577	3,031	2,172	2,200	10,980	2,966	2,031	2,057	3,111	3,069	4,376	17,610	5,220	4,663	3,069	4,849	17,801

35	1,704	3,031	2,172	2,200	9,107	2,966	2,031	2,979	2,154	1,000	1,000	12,129	3,926	3,325	4,345	3,846	15,442
36	3,577	3,031	3,076	3,267	12,951	2,966	3,858	4,942	5,023	3,069	3,088	22,945	3,926	3,325	4,345	3,008	14,604
37	5,011	4,134	3,076	3,267	15,488	2,966	2,031	2,979	3,111	3,069	2,044	16,200	2,782	3,325	3,069	3,846	13,022
38	3,577	4,134	3,971	3,267	14,949	3,702	2,031	2,979	3,111	2,097	2,044	15,965	3,926	2,146	4,345	3,008	13,425
39	2,401	3,031	2,172	2,200	9,805	2,966	2,854	3,879	3,111	2,097	2,044	16,952	3,926	3,325	3,069	3,008	13,328
40	2,401	3,031	2,172	3,267	10,872	3,702	2,854	3,879	4,001	3,069	3,088	20,592	3,926	1,000	1,922	3,846	10,694
41	3,577	5,332	3,076	3,267	15,252	4,614	3,858	4,942	5,023	3,069	3,088	24,593	2,782	2,146	4,345	3,008	12,281
42	3,577	5,332	3,076	3,267	15,252	4,614	3,858	4,942	5,023	3,069	3,088	24,593	2,782	2,146	4,345	3,008	12,281
43	3,577	4,134	3,971	3,267	14,949	3,702	2,031	2,979	3,111	2,097	2,044	15,965	2,782	2,146	3,069	3,008	11,005
44	3,577	3,031	3,076	4,407	14,091	4,614	3,858	4,942	5,023	2,097	2,044	22,578	3,926	3,325	3,069	2,084	12,404
45	3,577	4,134	3,076	2,200	12,987	2,068	1,000	3,879	3,111	2,097	2,044	14,199	3,926	2,146	3,069	3,008	12,149
46	3,577	4,134	3,076	2,200	12,987	2,966	1,000	3,879	3,111	3,069	3,088	17,112	3,926	2,146	3,069	3,008	12,149
47	2,401	1,968	2,172	1,000	7,542	2,966	1,000	2,057	2,154	1,000	1,000	10,176	2,782	2,146	3,069	3,008	11,005
48	5,011	4,134	3,971	4,407	17,522	4,614	3,858	4,942	5,023	4,167	4,376	26,979	5,220	3,325	4,345	3,846	16,735
49	3,577	4,134	3,076	4,407	15,193	1,000	1,000	2,057	3,111	3,069	3,088	13,325	3,926	3,325	4,345	3,008	14,604
50	3,577	1,968	2,172	2,200	9,917	2,068	2,031	2,057	2,154	1,000	1,000	10,309	2,782	2,146	3,069	2,084	10,081
51	1,000	1,000	1,000	1,000	4,000	2,068	2,031	3,879	4,001	1,000	1,000	13,979	3,926	2,146	1,922	3,008	11,002
52	3,577	3,031	3,971	3,267	13,846	3,702	2,854	3,879	3,111	2,097	3,088	18,731	3,926	2,146	4,345	3,846	14,263
53	2,401	3,031	3,971	3,267	12,671	2,966	2,031	3,879	4,001	3,069	3,088	19,033	1,816	1,000	3,069	3,008	8,893
54	3,577	3,031	3,971	4,407	14,986	4,614	2,854	3,879	4,001	3,069	2,044	20,461	3,926	3,325	1,922	3,846	13,019
55	3,577	4,134	3,076	3,267	14,054	2,068	2,854	3,879	4,001	3,069	3,088	18,958	2,782	3,325	3,069	3,008	12,184
56	3,577	4,134	2,172	2,200	12,083	2,966	1,000	2,057	2,154	2,097	1,000	11,273	2,782	2,146	3,069	3,846	11,843
57	5,011	5,332	5,125	4,407	19,875	2,966	2,854	3,879	4,001	4,167	3,088	20,955	5,220	4,663	5,820	2,084	17,785
58	3,577	4,134	2,172	2,200	12,083	2,966	1,000	2,057	2,154	2,097	1,000	11,273	2,782	2,146	3,069	3,846	11,843
59	3,577	4,134	2,172	2,200	12,083	2,966	1,000	2,057	2,154	2,097	1,000	11,273	2,782	2,146	3,069	2,084	10,081
60	2,401	3,031	2,172	2,200	9,805	2,966	2,031	2,979	3,111	2,097	2,044	15,229	2,782	2,146	3,069	3,008	11,005
61	3,577	4,134	2,172	1,000	10,883	3,702	2,854	2,979	2,154	1,000	1,000	13,688	3,926	2,146	3,069	3,846	12,987
62	1,704	1,968	3,076	2,200	8,948	2,068	2,031	2,979	3,111	1,000	2,044	13,234	2,782	3,325	3,069	3,008	12,184
63	1,704	1,968	3,076	2,200	8,948	1,000	2,031	2,979	2,154	1,000	2,044	11,208	1,816	1,000	1,922	3,008	7,745
64	2,401	3,031	3,971	3,267	12,671	2,966	2,031	3,879	3,111	2,097	3,088	17,172	5,220	4,663	4,345	3,846	18,073
65	3,577	3,031	3,971	3,267	13,846	4,614	3,858	3,879	4,001	4,167	4,376	24,894	3,926	3,325	4,345	3,846	15,442
66	3,577	3,031	3,971	3,267	13,846	2,068	2,854	4,942	4,001	3,069	3,088	20,021	3,926	3,325	4,345	3,846	15,442
67	3,577	5,332	5,125	4,407	18,441	4,614	3,858	4,942	5,023	3,069	3,088	24,593	3,926	3,325	4,345	3,846	15,442
68	3,577	4,134	3,971	3,267	14,949	2,966	1,000	2,979	1,000	2,097	3,088	13,130	3,926	4,663	3,069	4,849	16,508
69	3,577	5,332	3,971	4,407	17,286	4,614	2,854	2,979	3,111	3,069	2,044	18,672	3,926	3,325	4,345	3,846	15,442
70	5,011	4,134	2,172	3,267	14,584	4,614	3,858	4,942	5,023	4,167	3,088	25,691	3,926	3,325	4,345	2,084	13,680
71	2,401	3,031	3,971	2,200	11,603	2,068	2,031	2,979	2,154	1,000	2,044	12,276	1,816	1,000	3,069	3,846	9,731
72	3,577	4,134	3,971	2,200	13,882	3,702	2,031	2,057	3,111	2,097	2,044	15,042	3,926	3,325	4,345	4,849	16,445
73	3,577	1,968	1,000	2,200	8,745	1,000	1,000	3,879	3,111	2,097	2,044	13,132	1,816	1,000	1,922	3,846	8,584
74	5,011	1,968	2,172	2,200	11,351	3,702	3,858	1,000	1,000	1,000	1,000	11,559	5,220	3,325	4,345	4,849	17,739
75	1,704	4,134	5,125	2,200	13,163	2,966	3,858	2,057	2,154	2,097	1,000	14,131	2,782	4,663	3,069	4,849	15,363

76	3,577	4,134	2,172	4,407	14,289	4,614	3,858	2,057	2,154	3,069	1,000	16,751	5,220	4,663	5,820	2,084	17,785
77	2,401	3,031	3,076	3,267	11,776	2,966	2,031	2,979	4,001	2,097	3,088	17,162	2,782	2,146	3,069	3,846	11,843
78	5,011	5,332	3,971	4,407	18,720	4,614	3,858	4,942	5,023	4,167	4,376	26,979	5,220	4,663	5,820	4,849	20,551
79	5,011	5,332	5,125	4,407	19,875	3,702	2,854	3,879	4,001	3,069	3,088	20,592	3,926	3,325	4,345	2,084	13,680
80	2,401	3,031	3,971	3,267	12,671	3,702	1,000	2,057	2,154	1,000	1,000	10,912	3,926	2,146	3,069	4,849	13,991
81	3,577	4,134	3,971	2,200	13,882	4,614	3,858	3,879	4,001	2,097	2,044	20,493	3,926	3,325	3,069	3,008	13,328
82	3,577	4,134	3,971	4,407	16,088	2,966	2,031	2,979	3,111	2,097	3,088	16,272	3,926	3,325	4,345	3,846	15,442
83	3,577	4,134	3,971	3,267	14,949	3,702	2,854	3,879	3,111	3,069	3,088	19,703	3,926	3,325	4,345	3,846	15,442
84	2,401	4,134	3,971	2,200	12,706	2,966	2,854	2,979	3,111	2,097	3,088	17,095	3,926	3,325	3,069	2,084	12,404
85	2,401	3,031	3,971	3,267	12,671	4,614	2,854	3,879	4,001	2,097	2,044	19,490	3,926	3,325	4,345	3,008	14,604
86	3,577	3,031	2,172	3,267	12,048	3,702	2,854	4,942	3,111	3,069	3,088	20,766	2,782	2,146	4,345	2,084	11,357
87	3,577	4,134	3,076	2,200	12,987	2,966	2,854	3,879	4,001	3,069	3,088	19,857	2,782	2,146	3,069	3,008	11,005
88	3,577	3,031	3,076	3,267	12,951	2,966	2,031	2,979	3,111	2,097	2,044	15,229	3,926	2,146	3,069	3,008	12,149
89	3,577	4,134	2,172	2,200	12,083	2,966	2,031	2,979	3,111	2,097	2,044	15,229	2,782	3,325	4,345	3,008	13,459
90	3,577	3,031	2,172	1,000	9,780	2,068	1,000	1,000	1,000	1,000	2,044	8,112	3,926	2,146	3,069	3,008	12,149
91	3,577	4,134	3,076	3,267	14,054	2,068	2,031	2,979	3,111	2,097	2,044	14,331	2,782	2,146	3,069	3,846	11,843
92	5,011	3,031	2,172	3,267	13,481	2,068	1,000	2,057	2,154	1,000	1,000	9,278	5,220	3,325	4,345	2,084	14,973
93	3,577	1,968	2,172	3,267	10,985	2,068	2,031	2,979	2,154	2,097	1,000	12,329	2,782	2,146	3,069	3,008	11,005
94	5,011	5,332	2,172	4,407	16,921	2,068	1,000	2,979	2,154	4,167	4,376	16,743	5,220	4,663	4,345	3,846	18,073
95	3,577	3,031	2,172	2,200	10,980	2,068	1,000	2,979	2,154	2,097	2,044	12,342	3,926	2,146	1,922	3,846	11,840
96	2,401	5,332	1,000	4,407	13,140	4,614	3,858	3,879	4,001	4,167	4,376	24,894	5,220	4,663	4,345	1,000	15,227
97	5,011	4,134	3,971	3,267	16,383	3,702	2,854	3,879	4,001	3,069	3,088	20,592	3,926	3,325	4,345	3,846	15,442
98	2,401	4,134	3,971	3,267	13,773	4,614	3,858	4,942	4,001	3,069	3,088	23,571	5,220	3,325	4,345	1,000	13,889
99	3,577	5,332	2,172	2,200	13,281	4,614	2,031	2,979	3,111	2,097	2,044	16,877	5,220	2,146	3,069	2,084	12,518
100	5,011	4,134	3,076	3,267	15,488	4,614	3,858	4,942	5,023	4,167	3,088	25,691	5,220	3,325	4,345	4,849	17,739

Variabel Nilai Pelanggan (X₂)

No. Resp	Manfaat Produk				Jumlah	Manfaat Pelayanan				Jumlah	Manfaat Pengetahuan Karyawan			Jumlah	Manfaat Citra				Jumlah
	15	16	17	18		19	20	21	22		23	24	25		26	27	28	29	
1	3,254	2,230	2,316	2,910	10,711	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	4,021	12,825
2	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
3	3,254	2,230	2,316	2,910	10,711	3,078	2,210	2,346	1,922	9,557	2,215	2,212	2,198	6,625	1,596	3,015	3,000	2,879	10,490
4	2,168	1,000	1,000	1,816	5,984	1,872	1,000	2,346	3,026	8,244	1,000	1,000	1,000	3,000	2,788	1,816	1,816	1,816	8,236
5	2,168	1,000	1,000	1,000	5,168	1,872	1,000	1,000	1,000	4,872	1,000	1,000	1,000	3,000	1,000	1,000	1,000	1,000	4,000
6	3,254	3,417	3,556	2,910	13,138	3,078	2,210	3,502	4,200	12,991	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
7	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	3,026	14,056	2,215	2,212	3,341	7,768	2,788	3,015	3,000	2,879	11,683
8	3,254	2,230	2,316	2,910	10,711	4,252	3,275	3,502	4,200	15,230	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
9	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	3,267	3,355	3,341	9,963	4,057	3,015	3,000	2,879	12,951
10	3,254	2,230	3,556	2,910	11,952	3,078	2,210	3,502	4,200	12,991	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
11	2,168	2,230	2,316	1,816	8,530	3,078	2,210	2,346	3,026	10,661	3,267	2,212	2,198	7,677	2,788	3,015	3,000	2,879	11,683
12	3,254	3,417	3,556	4,132	14,359	3,078	2,210	2,346	3,026	10,661	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
13	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
14	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	2,215	3,355	3,341	8,911	4,057	4,158	4,161	4,021	16,397
15	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
16	4,443	4,695	4,867	5,470	19,475	5,420	4,382	4,613	5,470	19,885	4,337	4,585	4,585	13,507	5,375	5,292	5,332	2,879	18,879
17	4,443	4,695	4,867	5,470	19,475	5,420	4,382	4,613	5,470	19,885	4,337	3,355	3,341	11,032	4,057	5,292	5,332	4,021	18,702
18	1,000	3,417	2,316	5,470	12,202	1,000	3,275	2,346	5,470	12,091	3,267	3,355	1,000	7,622	4,057	3,015	4,161	4,021	15,254
19	2,168	3,417	3,556	4,132	13,273	3,078	2,210	2,346	3,026	10,661	2,215	3,355	3,341	8,911	4,057	4,158	4,161	4,021	16,397
20	1,000	1,000	1,000	2,910	5,910	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
21	3,254	3,417	2,316	2,910	11,897	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	3,000	4,021	15,236
22	2,168	2,230	2,316	4,132	10,846	3,078	3,275	2,346	3,026	11,726	3,267	3,355	3,341	9,963	4,057	4,158	4,161	1,816	14,192
23	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
24	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
25	1,000	2,230	3,556	2,910	9,697	3,078	4,382	1,000	3,026	11,487	2,215	3,355	2,198	7,769	2,788	4,158	4,161	4,021	15,129
26	3,254	2,230	2,316	2,910	10,711	4,252	1,000	2,346	3,026	10,625	1,000	1,000	3,341	5,341	2,788	3,015	3,000	4,021	12,825
27	3,254	3,417	3,556	4,132	14,359	3,078	3,275	4,613	4,200	15,167	3,267	2,212	3,341	8,819	4,057	3,015	4,161	2,879	14,112
28	3,254	3,417	3,556	4,132	14,359	4,252	2,210	3,502	4,200	14,165	2,215	1,000	2,198	5,414	2,788	3,015	3,000	4,021	12,825
29	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
30	3,254	3,417	3,556	4,132	14,359	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
31	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	2,215	3,355	3,341	8,911	4,057	4,158	4,161	2,879	15,255
32	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683

33	3,254	3,417	2,316	4,132	13,119	4,252	2,210	3,502	1,922	11,887	3,267	3,355	2,198	8,821	4,057	4,158	4,161	4,021	16,397
34	4,443	4,695	3,556	4,132	16,826	4,252	3,275	3,502	4,200	15,230	2,215	3,355	3,341	8,911	4,057	4,158	4,161	4,021	16,397
35	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
36	4,443	4,695	3,556	4,132	16,826	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	4,021	12,825
37	2,168	3,417	3,556	4,132	13,273	4,252	3,275	2,346	4,200	14,074	3,267	3,355	3,341	9,963	4,057	3,015	3,000	4,021	14,093
38	3,254	2,230	3,556	2,910	11,952	4,252	3,275	2,346	4,200	14,074	3,267	3,355	3,341	9,963	4,057	3,015	3,000	4,021	14,093
39	3,254	3,417	2,316	2,910	11,897	4,252	3,275	2,346	3,026	12,900	2,215	3,355	3,341	8,911	4,057	3,015	4,161	4,021	15,254
40	1,000	1,000	2,316	2,910	7,226	3,078	2,210	2,346	3,026	10,661	3,267	3,355	3,341	9,963	2,788	3,015	4,161	4,021	13,986
41	3,254	3,417	3,556	4,132	14,359	5,420	4,382	3,502	5,470	18,774	4,337	4,585	4,585	13,507	5,375	5,292	5,332	5,255	21,254
42	3,254	3,417	3,556	4,132	14,359	5,420	4,382	3,502	5,470	18,774	4,337	4,585	4,585	13,507	5,375	5,292	5,332	5,255	21,254
43	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
44	3,254	3,417	3,556	4,132	14,359	4,252	3,275	4,613	4,200	16,341	2,215	2,212	2,198	6,625	4,057	4,158	4,161	4,021	16,397
45	3,254	2,230	2,316	2,910	10,711	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	4,057	3,015	3,000	2,879	12,951
46	3,254	3,417	4,867	4,132	15,670	5,420	4,382	2,346	4,200	16,349	2,215	1,000	1,000	4,215	2,788	3,015	3,000	2,879	11,683
47	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
48	4,443	3,417	2,316	2,910	13,086	3,078	2,210	2,346	3,026	10,661	1,000	1,000	1,000	3,000	4,057	3,015	3,000	5,255	15,326
49	3,254	3,417	2,316	4,132	13,119	4,252	2,210	3,502	4,200	14,165	2,215	2,212	3,341	7,768	4,057	4,158	3,000	4,021	15,236
50	2,168	2,230	2,316	1,816	8,530	3,078	2,210	2,346	1,922	9,557	2,215	2,212	1,000	5,427	2,788	3,015	1,816	2,879	10,498
51	2,168	3,417	3,556	4,132	13,273	3,078	3,275	2,346	4,200	12,900	3,267	2,212	2,198	7,677	4,057	1,816	5,332	4,021	15,226
52	3,254	3,417	3,556	4,132	14,359	4,252	4,382	3,502	4,200	16,337	4,337	3,355	4,585	12,277	5,375	4,158	4,161	4,021	17,715
53	4,443	3,417	3,556	4,132	15,548	1,872	2,210	3,502	3,026	10,611	2,215	2,212	2,198	6,625	2,788	3,015	4,161	1,816	11,780
54	3,254	2,230	3,556	4,132	13,173	4,252	3,275	3,502	4,200	15,230	1,000	2,212	3,341	6,552	4,057	4,158	4,161	4,021	16,397
55	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	5,470	16,499	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
56	2,168	2,230	3,556	4,132	12,086	3,078	3,275	2,346	4,200	12,900	3,267	3,355	3,341	9,963	4,057	5,292	5,332	4,021	18,702
57	4,443	3,417	4,867	4,132	16,859	4,252	3,275	4,613	4,200	16,341	3,267	3,355	2,198	8,821	5,375	5,292	5,332	5,255	21,254
58	2,168	2,230	3,556	4,132	12,086	3,078	3,275	2,346	4,200	12,900	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
59	2,168	2,230	3,556	4,132	12,086	3,078	2,210	2,346	4,200	11,835	2,215	3,355	2,198	7,769	4,057	4,158	4,161	4,021	16,397
60	2,168	2,230	2,316	2,910	9,624	3,078	1,000	1,000	1,922	7,000	2,215	2,212	2,198	6,625	1,596	1,816	1,816	1,816	7,043
61	3,254	3,417	2,316	4,132	13,119	4,252	2,210	3,502	4,200	14,165	2,215	2,212	2,198	6,625	4,057	4,158	3,000	2,879	14,094
62	2,168	3,417	2,316	4,132	12,032	3,078	2,210	2,346	3,026	10,661	1,000	2,212	2,198	5,410	2,788	3,015	3,000	2,879	11,683
63	2,168	2,230	2,316	1,816	8,530	3,078	2,210	1,000	3,026	9,315	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
64	3,254	2,230	2,316	4,132	11,932	3,078	2,210	3,502	4,200	12,991	2,215	2,212	2,198	6,625	4,057	4,158	3,000	4,021	15,236
65	3,254	4,695	3,556	4,132	15,637	4,252	4,382	3,502	4,200	16,337	4,337	3,355	3,341	11,032	4,057	4,158	4,161	4,021	16,397
66	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	5,255	17,631
67	4,443	3,417	3,556	4,132	15,548	4,252	3,275	2,346	3,026	12,900	2,215	2,212	2,198	6,625	4,057	4,158	4,161	4,021	16,397
68	4,443	2,230	3,556	2,910	13,140	4,252	2,210	3,502	4,200	14,165	4,337	3,355	1,000	8,692	4,057	4,158	3,000	2,879	14,094
69	3,254	3,417	3,556	4,132	14,359	3,078	2,210	2,346	4,200	11,835	3,267	3,355	3,341	9,963	2,788	3,015	3,000	4,021	12,825
70	2,168	3,417	3,556	4,132	13,273	3,078	2,210	2,346	4,200	11,835	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
71	2,168	1,000	2,316	1,816	7,299	3,078	2,210	2,346	1,922	9,557	2,215	2,212	2,198	6,625	2,788	1,816	3,000	2,879	10,484
72	3,254	2,230	1,000	2,910	9,395	4,252	3,275	3,502	4,200	15,230	2,215	2,212	2,198	6,625	2,788	3,015	3,000	2,879	11,683
73	1,000	1,000	3,556	4,132	9,688	1,872	1,000	3,502	4,200	10,574	1,000	1,000	2,198	4,198	4,057	4,158	1,816	1,816	11,846

74	4,443	2,230	2,316	2,910	11,900	5,420	1,000	1,000	3,026	10,447	2,215	2,212	2,198	6,625	5,375	3,015	3,000	5,255	16,645
75	4,443	3,417	3,556	4,132	15,548	3,078	4,382	2,346	3,026	12,833	2,215	4,585	2,198	8,999	4,057	5,292	4,161	4,021	17,531
76	4,443	4,695	4,867	5,470	19,475	5,420	4,382	4,613	5,470	19,885	4,337	4,585	4,585	13,507	5,375	5,292	4,161	5,255	20,083
77	4,443	3,417	3,556	4,132	15,548	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
78	4,443	4,695	3,556	4,132	16,826	4,252	3,275	4,613	4,200	16,341	3,267	3,355	3,341	9,963	5,375	5,292	5,332	5,255	21,254
79	4,443	4,695	4,867	5,470	19,475	5,420	4,382	4,613	5,470	19,885	4,337	4,585	4,585	13,507	5,375	5,292	5,332	5,255	21,254
80	1,000	3,417	2,316	2,910	9,643	3,078	1,000	2,346	3,026	9,451	1,000	2,212	2,198	5,410	2,788	3,015	1,816	2,879	10,498
81	3,254	3,417	3,556	2,910	13,138	3,078	3,275	3,502	4,200	14,056	3,267	2,212	2,198	7,677	4,057	4,158	4,161	4,021	16,397
82	3,254	3,417	3,556	5,470	15,697	4,252	3,275	2,346	4,200	14,074	3,267	2,212	2,198	7,677	4,057	3,015	3,000	5,255	15,326
83	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	4,057	4,158	4,161	4,021	16,397
84	2,168	2,230	2,316	4,132	10,846	3,078	2,210	2,346	4,200	11,835	2,215	2,212	2,198	6,625	2,788	3,015	3,000	4,021	12,825
85	3,254	3,417	3,556	2,910	13,138	4,252	2,210	3,502	3,026	12,991	2,215	2,212	3,341	7,768	4,057	4,158	4,161	4,021	16,397
86	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	3,026	14,056	3,267	3,355	3,341	9,963	4,057	4,158	4,161	2,879	15,255
87	2,168	2,230	2,316	2,910	9,624	3,078	2,210	1,000	3,026	9,315	2,215	2,212	2,198	6,625	4,057	4,158	4,161	2,879	15,255
88	2,168	2,230	1,000	2,910	8,309	1,872	1,000	2,346	3,026	8,244	1,000	1,000	1,000	3,000	2,788	3,015	3,000	2,879	11,683
89	2,168	3,417	2,316	2,910	10,811	3,078	2,210	2,346	4,200	11,835	2,215	2,212	3,341	7,768	4,057	4,158	4,161	2,879	15,255
90	2,168	2,230	2,316	2,910	9,624	3,078	2,210	2,346	3,026	10,661	1,000	1,000	1,000	3,000	2,788	3,015	3,000	2,879	11,683
91	2,168	3,417	3,556	4,132	13,273	4,252	3,275	2,346	4,200	14,074	3,267	2,212	3,341	8,819	4,057	4,158	4,161	4,021	16,397
92	2,168	2,230	2,316	2,910	9,624	1,872	1,000	2,346	3,026	8,244	1,000	1,000	1,000	3,000	2,788	3,015	3,000	4,021	12,825
93	3,254	2,230	2,316	2,910	10,711	3,078	3,275	1,000	3,026	10,380	1,000	1,000	1,000	3,000	2,788	1,816	3,000	2,879	10,484
94	4,443	4,695	4,867	5,470	19,475	5,420	4,382	4,613	5,470	19,885	4,337	4,585	4,585	13,507	5,375	5,292	5,332	5,255	21,254
95	2,168	3,417	2,316	2,910	10,811	3,078	2,210	2,346	3,026	10,661	2,215	2,212	3,341	7,768	4,057	4,158	4,161	4,021	16,397
96	4,443	4,695	4,867	5,470	19,475	4,252	3,275	2,346	1,922	11,796	4,337	3,355	2,198	9,890	5,375	5,292	5,332	5,255	21,254
97	4,443	4,695	4,867	4,132	18,137	5,420	4,382	4,613	4,200	18,616	3,267	3,355	3,341	9,963	4,057	4,158	4,161	5,255	17,631
98	3,254	3,417	3,556	5,470	15,697	4,252	1,000	1,000	1,922	8,174	2,215	2,212	2,198	6,625	4,057	5,292	5,332	5,255	19,936
99	3,254	3,417	3,556	4,132	14,359	4,252	3,275	3,502	4,200	15,230	1,000	1,000	1,000	3,000	2,788	3,015	3,000	4,021	12,825
100	3,254	2,230	2,316	4,132	11,932	4,252	3,275	3,502	4,200	15,230	3,267	3,355	3,341	9,963	2,788	3,015	4,161	4,021	13,986

Variabel Keputusan Berkunjung (Y)

No.Resp	Pilihan Produk			Jumlah	Pilihan Merek			Jumlah	Saluran Distribusi		Jumlah	Waktu Pembelian				Jumlah	Metode Pembayaran			Jumlah
	30	31	32		33	34	35		36	37		38	39	40	41		42	43	44	
1	3,477	2,658	2,219	8,355	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
2	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
3	3,477	3,712	3,308	10,497	3,200	3,381	2,982	9,563	4,074	3,573	7,647	3,788	3,940	3,864	5,088	16,681	3,502	2,636	2,056	8,194
4	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	1,756	4,757	2,881	2,839	1,990	1,870	9,580	2,271	2,636	3,073	7,980
5	2,337	1,656	1,000	4,992	1,000	1,000	1,949	3,949	3,001	2,592	5,593	2,051	1,947	1,990	1,870	7,857	2,271	2,636	3,073	7,980
6	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	4,074	3,573	7,647	3,788	2,839	2,880	1,870	11,377	2,271	2,636	3,073	7,980
7	2,337	3,712	2,219	8,268	3,200	3,381	1,949	8,530	2,000	1,756	3,756	3,788	1,947	2,880	3,782	12,397	2,271	3,926	1,000	7,198
8	4,643	2,658	3,308	10,608	3,200	3,381	2,982	9,563	3,001	2,592	5,593	4,959	1,947	2,880	2,707	12,492	1,000	2,636	3,073	6,709
9	2,337	2,658	2,219	7,214	2,134	3,381	2,982	8,498	4,074	3,573	7,647	3,788	3,940	3,864	3,782	15,375	3,502	3,926	4,318	11,747
10	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	4,074	2,592	6,666	3,788	2,839	3,864	3,782	14,274	3,502	3,926	4,318	11,747
11	3,477	3,712	2,219	9,409	2,134	2,182	1,949	6,266	3,001	2,592	5,593	3,788	1,947	1,990	2,707	10,431	2,271	2,636	3,073	7,980
12	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,051	1,947	2,880	2,707	9,585	2,271	2,636	3,073	7,980
13	3,477	3,712	3,308	10,497	2,134	2,182	2,982	7,299	3,001	2,592	5,593	3,788	2,839	3,864	2,707	13,199	2,271	2,636	3,073	7,980
14	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	4,074	3,573	7,647	3,788	3,940	1,990	2,707	12,425	2,271	2,636	3,073	7,980
15	1,000	2,658	1,000	4,658	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
16	2,337	2,658	2,219	7,214	1,000	2,182	2,982	6,165	3,001	2,592	5,593	2,051	2,839	1,990	1,870	8,750	3,502	3,926	2,056	9,485
17	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	4,074	4,609	8,683	3,788	1,947	1,990	1,870	9,594	3,502	3,926	2,056	9,485
18	4,643	4,789	4,448	13,880	1,000	3,381	5,331	9,712	4,074	3,573	7,647	4,959	3,940	1,000	3,782	13,681	4,821	3,926	2,056	10,804
19	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	3,788	3,940	3,864	3,782	15,375	4,821	5,220	2,056	12,097
20	3,477	2,658	3,308	9,443	2,134	2,182	1,949	6,266	2,000	2,592	4,591	2,051	1,947	3,864	1,000	8,862	3,502	3,926	3,073	10,502
21	2,337	2,658	2,219	7,214	3,200	3,381	2,982	9,563	4,074	2,592	6,666	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
22	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	1,947	2,880	3,782	11,490	3,502	3,926	2,056	9,485
23	2,337	2,658	1,000	5,995	2,134	2,182	1,949	6,266	4,074	3,573	7,647	2,051	1,947	1,990	3,782	9,770	4,821	5,220	1,000	11,041
24	2,337	2,658	2,219	7,214	2,134	3,381	2,982	8,498	3,001	2,592	5,593	2,051	1,947	1,990	3,782	9,770	2,271	2,636	3,073	7,980
25	3,477	2,658	1,000	7,135	1,000	3,381	1,949	6,330	4,074	2,592	6,666	2,881	3,940	2,880	3,782	13,483	2,271	3,926	1,000	7,198
26	3,477	2,658	2,219	8,355	3,200	3,381	1,949	8,530	4,074	3,573	7,647	3,788	3,940	2,880	3,782	14,390	3,502	3,926	1,000	8,429
27	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	3,573	6,574	2,881	3,940	3,864	3,782	14,468	3,502	3,926	2,056	9,485
28	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	3,001	2,592	5,593	2,881	2,839	3,864	3,782	13,367	3,502	3,926	2,056	9,485
29	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,051	3,940	1,990	1,870	9,851	3,502	3,926	1,000	8,429
30	1,000	2,658	1,000	4,658	1,000	1,000	2,982	4,982	2,000	2,592	4,591	2,881	2,839	2,880	2,707	11,308	3,502	3,926	1,000	8,429
31	2,337	2,658	2,219	7,214	2,134	3,381	2,982	8,498	3,001	2,592	5,593	2,881	2,839	3,864	3,782	13,367	2,271	3,926	1,000	7,198
32	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	2,000	1,000	3,000	1,000	3,940	1,000	1,000	6,940	1,000	2,636	1,000	4,636
33	4,643	4,789	4,448	13,880	3,200	3,381	2,982	9,563	5,279	1,000	6,279	3,788	3,940	2,880	3,782	14,390	3,502	3,926	2,056	9,485
34	3,477	3,712	3,308	10,497	4,382	3,381	4,118	11,881	4,074	3,573	7,647	2,881	2,839	2,880	3,782	12,383	3,502	3,926	4,318	11,747
35	3,477	3,712	3,308	10,497	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	3,782	12,383	3,502	3,926	3,073	10,502

36	3,477	3,712	3,308	10,497	2,134	1,000	2,982	6,117	4,074	3,573	7,647	3,788	3,940	3,864	3,782	15,375	3,502	3,926	4,318	11,747
37	2,337	2,658	2,219	7,214	3,200	3,381	2,982	9,563	4,074	3,573	7,647	3,788	3,940	2,880	2,707	13,315	2,271	2,636	3,073	7,980
38	2,337	2,658	2,219	7,214	3,200	3,381	2,982	9,563	4,074	3,573	7,647	3,788	3,940	2,880	2,707	13,315	2,271	2,636	3,073	7,980
39	3,477	3,712	2,219	9,409	3,200	3,381	4,118	10,699	4,074	2,592	6,666	2,881	3,940	3,864	2,707	13,393	3,502	3,926	2,056	9,485
40	3,477	3,712	3,308	10,497	1,000	3,381	4,118	8,499	3,001	3,573	6,574	2,881	2,839	3,864	3,782	13,367	3,502	3,926	2,056	9,485
41	4,643	4,789	3,308	12,739	3,200	2,182	2,982	8,365	3,001	2,592	5,593	2,881	3,940	2,880	3,782	13,483	3,502	2,636	3,073	9,211
42	4,643	4,789	3,308	12,739	3,200	2,182	2,982	8,365	3,001	2,592	5,593	2,881	3,940	2,880	3,782	13,483	3,502	2,636	3,073	9,211
43	3,477	3,712	3,308	10,497	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
44	3,477	3,712	3,308	10,497	3,200	3,381	2,982	9,563	4,074	1,756	5,830	2,881	2,839	2,880	2,707	11,308	3,502	3,926	2,056	9,485
45	3,477	4,789	4,448	12,714	3,200	3,381	1,949	8,530	3,001	4,609	7,610	2,051	1,000	1,000	3,782	7,834	3,502	5,220	2,056	10,778
46	3,477	4,789	4,448	12,714	3,200	3,381	1,949	8,530	3,001	4,609	7,610	2,051	1,000	1,000	3,782	7,834	3,502	5,220	2,056	10,778
47	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
48	3,477	3,712	2,219	9,409	2,134	2,182	2,982	7,299	3,001	3,573	6,574	3,788	3,940	2,880	2,707	13,315	2,271	2,636	4,318	9,225
49	3,477	3,712	3,308	10,497	2,134	3,381	4,118	9,633	4,074	4,609	8,683	3,788	3,940	3,864	5,088	16,681	3,502	3,926	3,073	10,502
50	2,337	1,656	2,219	6,212	1,000	1,000	1,949	3,949	2,000	1,756	3,756	2,881	2,839	1,990	2,707	10,417	2,271	2,636	1,000	5,907
51	3,477	2,658	3,308	9,443	1,000	1,000	1,000	3,000	4,074	2,592	6,666	2,051	3,940	1,990	5,088	13,069	3,502	3,926	1,000	8,429
52	3,477	2,658	2,219	8,355	3,200	2,182	4,118	9,500	4,074	2,592	6,666	3,788	3,940	3,864	3,782	15,375	2,271	2,636	3,073	7,980
53	3,477	3,712	3,308	10,497	1,000	1,000	2,982	4,982	4,074	3,573	7,647	3,788	2,839	3,864	2,707	13,199	2,271	2,636	3,073	7,980
54	3,477	3,712	2,219	9,409	2,134	3,381	4,118	9,633	4,074	3,573	7,647	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
55	2,337	3,712	3,308	9,357	3,200	3,381	4,118	10,699	4,074	2,592	6,666	2,881	2,839	2,880	3,782	12,383	3,502	3,926	3,073	10,502
56	2,337	4,789	4,448	11,574	4,382	2,182	2,982	9,547	2,000	1,000	3,000	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
57	4,643	4,789	4,448	13,880	4,382	1,000	1,949	7,331	3,001	1,000	4,001	4,959	5,331	3,864	3,782	17,936	4,821	5,220	1,000	11,041
58	2,337	2,658	2,219	7,214	4,382	2,182	2,982	9,547	2,000	1,000	3,000	3,788	3,940	3,864	3,782	15,375	1,000	3,926	1,000	5,926
59	3,477	2,658	2,219	8,355	2,134	2,182	2,982	7,299	2,000	1,000	3,000	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
60	2,337	2,658	2,219	7,214	3,200	3,381	4,118	10,699	4,074	3,573	7,647	2,881	2,839	2,880	2,707	11,308	2,271	2,636	3,073	7,980
61	3,477	3,712	3,308	10,497	2,134	4,772	2,982	9,889	3,001	2,592	5,593	2,881	3,940	2,880	2,707	12,408	2,271	3,926	3,073	9,271
62	3,477	3,712	2,219	9,409	2,134	2,182	2,982	7,299	3,001	2,592	5,593	2,881	2,839	2,880	2,707	11,308	3,502	3,926	3,073	10,502
63	2,337	2,658	2,219	7,214	2,134	3,381	2,982	8,498	3,001	2,592	5,593	3,788	3,940	3,864	3,782	15,375	2,271	2,636	2,056	6,963
64	3,477	2,658	2,219	8,355	2,134	2,182	2,982	7,299	4,074	3,573	7,647	2,051	1,947	1,990	2,707	8,695	2,271	1,000	3,073	6,345
65	2,337	2,658	2,219	7,214	3,200	4,772	4,118	12,090	4,074	1,756	5,830	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
66	4,643	4,789	4,448	13,880	3,200	3,381	4,118	10,699	4,074	2,592	6,666	3,788	3,940	3,864	3,782	15,375	3,502	3,926	4,318	11,747
67	3,477	3,712	3,308	10,497	3,200	3,381	2,982	9,563	4,074	1,756	5,830	4,959	3,940	5,048	3,782	17,729	3,502	3,926	2,056	9,485
68	2,337	1,000	2,219	5,556	3,200	1,000	1,000	5,200	1,000	1,000	2,000	1,000	2,839	1,990	5,088	10,917	4,821	3,926	1,000	9,748
69	3,477	3,712	3,308	10,497	4,382	4,772	4,118	13,272	5,279	4,609	9,888	4,959	2,839	5,048	3,782	16,628	3,502	3,926	3,073	10,502
70	4,643	4,789	4,448	13,880	3,200	3,381	4,118	10,699	4,074	3,573	7,647	3,788	3,940	3,864	3,782	15,375	4,821	5,220	1,000	11,041
71	2,337	1,656	2,219	6,212	2,134	2,182	1,949	6,266	3,001	1,756	4,757	2,051	1,947	2,880	2,707	9,585	2,271	2,636	3,073	7,980
72	2,337	1,000	2,219	5,556	1,000	2,182	2,982	6,165	2,000	1,756	3,756	1,000	3,940	1,000	2,707	8,647	3,502	3,926	2,056	9,485
73	1,000	1,656	3,308	5,963	1,000	1,000	1,949	3,949	2,000	1,000	3,000	2,051	1,000	1,990	1,870	6,911	1,000	5,220	1,000	7,220
74	1,000	1,656	1,000	3,656	4,382	2,182	1,949	8,513	5,279	2,592	7,871	2,881	2,839	3,864	5,088	14,673	3,502	3,926	1,000	8,429
75	4,643	3,712	3,308	11,663	4,382	3,381	4,118	11,881	3,001	4,609	7,610	3,788	3,940	5,048	3,782	16,559	3,502	5,220	2,056	10,778

76	4,643	3,712	4,448	12,803	4,382	3,381	5,331	13,094	5,279	4,609	9,888	4,959	5,331	5,048	5,088	20,425	4,821	5,220	1,000	11,041
77	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	4,074	3,573	7,647	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
78	4,643	4,789	3,308	12,739	3,200	4,772	4,118	12,090	5,279	4,609	9,888	4,959	5,331	3,864	5,088	19,242	4,821	5,220	2,056	12,097
79	4,643	4,789	4,448	13,880	4,382	4,772	5,331	14,485	5,279	4,609	9,888	2,051	1,947	1,990	5,088	11,075	4,821	5,220	2,056	12,097
80	2,337	2,658	1,000	5,995	1,000	2,182	1,000	4,182	3,001	3,573	6,574	2,051	3,940	1,990	3,782	11,763	3,502	3,926	2,056	9,485
81	3,477	4,789	3,308	11,574	3,200	2,182	4,118	9,500	4,074	3,573	7,647	3,788	2,839	3,864	3,782	14,274	3,502	3,926	3,073	10,502
82	4,643	3,712	4,448	12,803	3,200	3,381	2,982	9,563	3,001	2,592	5,593	4,959	3,940	3,864	3,782	16,545	3,502	3,926	3,073	10,502
83	3,477	3,712	3,308	10,497	3,200	3,381	4,118	10,699	4,074	3,573	7,647	3,788	2,839	2,880	3,782	13,290	3,502	3,926	3,073	10,502
84	3,477	3,712	3,308	10,497	2,134	2,182	1,949	6,266	4,074	3,573	7,647	3,788	2,839	2,880	3,782	13,290	2,271	2,636	2,056	6,963
85	2,337	3,712	2,219	8,268	3,200	3,381	4,118	10,699	4,074	2,592	6,666	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
86	3,477	2,658	3,308	9,443	2,134	3,381	2,982	8,498	4,074	3,573	7,647	2,881	2,839	1,990	1,870	9,580	3,502	3,926	3,073	10,502
87	3,477	2,658	3,308	9,443	2,134	2,182	2,982	7,299	4,074	3,573	7,647	2,881	2,839	1,990	1,870	9,580	3,502	3,926	4,318	11,747
88	2,337	3,712	3,308	9,357	2,134	2,182	2,982	7,299	2,000	1,756	3,756	2,051	2,839	2,880	2,707	10,478	2,271	2,636	3,073	7,980
89	2,337	2,658	2,219	7,214	2,134	2,182	4,118	8,434	2,000	2,592	4,591	2,051	3,940	2,880	2,707	11,578	2,271	2,636	2,056	6,963
90	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	2,592	5,593	3,788	3,940	2,880	2,707	13,315	3,502	3,926	3,073	10,502
91	3,477	2,658	3,308	9,443	3,200	3,381	2,982	9,563	3,001	2,592	5,593	2,051	3,940	1,990	3,782	11,763	3,502	3,926	2,056	9,485
92	3,477	3,712	3,308	10,497	3,200	3,381	1,949	8,530	2,000	1,756	3,756	2,051	2,839	2,880	3,782	11,553	2,271	2,636	2,056	6,963
93	2,337	2,658	1,000	5,995	1,000	1,000	1,949	3,949	3,001	2,592	5,593	2,051	3,940	2,880	3,782	12,654	2,271	2,636	3,073	7,980
94	4,643	1,000	4,448	10,091	4,382	2,182	1,000	7,565	1,000	1,000	2,000	1,000	5,331	5,048	5,088	16,467	4,821	5,220	1,000	11,041
95	2,337	2,658	2,219	7,214	2,134	2,182	2,982	7,299	3,001	1,756	4,757	2,881	2,839	2,880	3,782	12,383	2,271	2,636	3,073	7,980
96	4,643	4,789	4,448	13,880	3,200	3,381	4,118	10,699	4,074	1,756	5,830	4,959	5,331	5,048	5,088	20,425	4,821	5,220	1,000	11,041
97	4,643	4,789	4,448	13,880	3,200	3,381	4,118	10,699	3,001	2,592	5,593	3,788	3,940	3,864	3,782	15,375	3,502	3,926	2,056	9,485
98	4,643	4,789	3,308	12,739	3,200	1,000	1,000	5,200	5,279	3,573	8,852	3,788	3,940	3,864	5,088	16,681	3,502	5,220	1,000	9,722
99	2,337	2,658	3,308	8,302	3,200	3,381	1,949	8,530	4,074	2,592	6,666	2,051	1,947	1,990	3,782	9,770	3,502	3,926	2,056	9,485
100	3,477	3,712	3,308	10,497	2,134	2,182	2,982	7,299	5,279	3,573	8,852	2,881	2,839	2,880	5,088	13,688	4,821	5,220	3,073	13,114

Lampiran V Tabulasi Karakteristik Wisatawan

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Pria	47	47,0	47,0	47,0
Valid Wanita	53	53,0	53,0	100,0
Total	100	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
< 20 tahun	34	34,0	34,0	34,0
20-30 tahun	42	42,0	42,0	76,0
Valid 30-40 tahun	8	8,0	8,0	84,0
> 40 tahun	16	16,0	16,0	100,0
Total	100	100,0	100,0	

Tingkat Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
SMP	6	6,0	6,0	6,0
SMA	53	53,0	53,0	59,0
Valid Diploma	1	1,0	1,0	60,0
Sarjana	37	37,0	37,0	97,0
Lainnya	3	3,0	3,0	100,0
Total	100	100,0	100,0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar	31	31,0	31,0	31,0
PNS	10	10,0	10,0	41,0
Valid Wiraswasta	25	25,0	25,0	66,0
Karyawan	21	21,0	21,0	87,0
Lainnya	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1 Juta	44	44,0	44,0	44,0
1-5 Juta	53	53,0	53,0	97,0
Valid > 5 Juta	2	2,0	2,0	99,0
5	1	1,0	1,0	100,0
Total	100	100,0	100,0	

Alasan Utama Berkunjung

	Frequency	Percent	Valid Percent	Cumulative Percent
rekomendasi orang lain	36	36,0	36,0	36,0
pelayanan yang baik dan cepat	1	1,0	1,0	37,0
fasilitas dan sarana yang lengkap	15	15,0	15,0	52,0
Valid keragaman aktivitas wisatanya	33	33,0	33,0	85,0
Lainnya	15	15,0	15,0	100,0
Total	100	100,0	100,0	

Frekuensi Kunjungan

	Frequency	Percent	Valid Percent	Cumulative Percent
pertama	45	45,0	45,0	45,0
2-4 kali	46	46,0	46,0	91,0
Valid 5-7 kali	4	4,0	4,0	95,0
> 7 Kali	5	5,0	5,0	100,0
Total	100	100,0	100,0	

Sumber Informasi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid keluarga/teman	90	90,0	90,0	90,0
media cetak	1	1,0	1,0	91,0
Website	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Tujuan Berkunjung

	Frequency	Percent	Valid Percent	Cumulative Percent
berkumpul bersama				
teman/keluarga	32	32,0	32,0	32,0
kenyamanan tempat	14	14,0	14,0	46,0
lokasi strategis	1	1,0	1,0	47,0
Valid sekedar mencoba-coba	7	7,0	7,0	54,0
liburan untuk mencari				
kesenangan	39	39,0	39,0	93,0
Lainnya	7	7,0	7,0	100,0
Total	100	100,0	100,0	

Lampiran VI Hasil Analisis Data Dengan *Software* SPSS versi 20

1. Normalitas

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	,98984745
Most Extreme Differences	Absolute	,075
	Positive	,030
	Negative	-,075
Kolmogorov-Smirnov Z		,753
Asymp. Sig. (2-tailed)		,622

a. Test distribution is Normal.

b. Calculated from data.

2. Multikolinieritas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1	Pengetahuan Pelanggan	,667 1,498
	Nilai Pelanggan	,667 1,498

a. Dependent Variable: Keputusan Berkunjung

3. Heteroskedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1,954E-014	3,447	,000	1,000
	Pengetahuan Pelanggan	,000	,090	,000	1,000
	Nilai Pelanggan	,000	,068	,000	1,000

a. Dependent Variable: abresid

4. Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	16,769	3,447		4,865	,000
1 Pengerahuan Pelanggan	,315	,090	,321	3,483	,001
Nilai Pelanggan	,319	,068	,432	4,693	,000

a. Dependent Variable: Keputusan Berkunjung

5. Uji F

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2720,243	2	1360,122	39,710	,000 ^b
Residual	3322,390	97	34,251		
Total	6042,633	99			

a. Dependent Variable: Keputusan berkunjung

b. Predictors: (Constant), Pengetahuan pelanggan, Nilai pelanggan

6. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16,769	3,447		4,865	,000
1 Pengerahuan Pelanggan	,315	,090	,321	3,483	,001
Nilai Pelanggan	,319	,068	,432	4,693	,000

a. Dependent Variable: Keputusan berkunjung

7. Koefisien Diterminasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,671 ^a	,450	,439	5,85247

a. Predictors: (Constant), Pengetahuan pelanggan, Nilai pelanggan

Lampiran VII Surat dan Lain-lain



KEPUTUSAN
DEKAN FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
Nomor : 957/UN.40.2/DT/2014

TENTANG
Pengangkatan Panitia dan Pelaksanaan Ujian Sidang Sarjana
Program Studi Manajemen Resort & Leisure
DEKAN FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA

- Memperhatikan :**
1. Permohonan dari Ketua Program Studi Manajemen Resort & Leisure tentang adanya sejumlah mahasiswa yang telah memenuhi syarat untuk Ujian Sidang Sarjana (S-1).
 2. Kalender Akademik 2013/2014, Edaran No. 0131/UN.40/DT/2014 12 Januari 2014 Tentang Ujian Sidang/Yudisium.
 3. Pedoman Penyelenggara Pendidikan Universitas Pendidikan Indonesia Tahun 2013.
- Menimbang :**
- Bahwa untuk kelancaran Ujian Sidang Sarjana (S-1) dipandang perlu untuk membentuk Panitia dan penunjukan Dosen Pembimbing Skripsi/Jalur Skripsi serta Dosen Penguji.
- Mengingat :**
1. Undang-Undang Republik Indonesia No.20 Tahun 2003 tentang Sistem Pendidikan Nasional (Lembaran Negara Republik Indonesia Tahun 2003 No.78, Tambahan Lembaran Negara Republik Indonesia No.4301);
 2. Undang-Undang Republik Indonesia No.14 Tahun 2005 tentang Guru dan Dosen (Lembaran Negara Republik Indonesia Tahun 2005 No.157, Tambahan Lembaran Negara Republik Indonesia No.4586);
 3. Peraturan Pemerintah Republik Indonesia No.6 Tahun 2004 tentang Penetapan Universitas Pendidikan Indonesia sebagai Badan Hukum Milik Negara (Lembaran Negara Republik Indonesia Tahun 2004 No.13);
 4. Peraturan Pemerintah Republik Indonesia No.19 Tahun 2005 tentang Standar Nasional Pendidikan (Lembaran Negara Republik Indonesia Tahun 2005 No.41, Tambahan Lembaran Negara Republik Indonesia No.9946);
 5. Peraturan Pemerintah Republik Indonesia No.17 Tahun 2010 tentang Pengelolaan dan Penyelenggaraan Pendidikan (Lembaran Negara Republik Indonesia Tahun 2010 No.23, Tambahan Lembaran Negara Republik Indonesia No.5105);
 6. Peraturan Majelis Wali Amanat Universitas Pendidikan Indonesia No. 01/PER/MWA UPI/2014 tentang Peraturan Pelaksanaan Statuta Universitas Pendidikan Indonesia;
 7. Keputusan Majelis Wali Amanat Universitas Pendidikan Indonesia No.009/MWA UPI/2009 tentang Pengangkatan Rektor Universitas Pendidikan Indonesia Masa Bakti 2010-2015;
 8. Keputusan Rektor Universitas Pendidikan Indonesia No.4891/UN.40/HK/2013 tentang Pedoman Penyelenggara Pendidikan Universitas Pendidikan Indonesia Tahun 2013;
- MEMUTUSKAN**
- Menetapkan :** Membentuk Panitia Ujian Sidang Sarjana Program Studi Manajemen Resort & Leisure sebagai berikut :
- Kesatu :**
- | | | |
|---|---|---|
| <ol style="list-style-type: none"> 1. Ketua 2. Sekretaris 3. Anggota | <p>: Prof. Dr. H. Karim Suryadi, M.Si.
 : Fitri Rahmafitria, SP., M.Si.
 : Dr. Elly Malihah, M.Si.
 : Dr. H. Aceng Kosasih, M.Ag.
 : Suharto, S.Pd., M.A.P
 : Ahmad Hidayat</p> | <p>(Dekan)
 (Ketua Program Studi Manajemen Resort & Leisure)
 (Pembantu Dekan Bidang Akademik dan Kemahasiswaan)
 (Pembantu Dekan Bidang Keuangan dan SDM)
 (Kasie Akademik dan Kemahasiswaan)
 (Staf Akademik dan Kemahasiswaan)</p> |
|---|---|---|
- Kedua :** Menunjuk para Dosen Pembimbing dan Penguji sebagaimana tercantum pada kolom 5 dan 6 Lampiran Surat Keputusan ini untuk melaksanakan Ujian terhadap para Mahasiswa yang namanya tersebut pada kolom 3 Lampiran Surat keputusan ini.
- Ketiga :** Surat Keputusan ini berlaku mulai ditetapkan dengan catatan segala sesuatunya akan diubah dan diperbaiki kembali apabila ternyata kemudian terdapat keketiruan dalam penetapan ini.

Ditetapkan di : Bandung
 Pada tanggal : 18 Juni 2014
 Dekan,

Prof. Dr. H. Karim Suryadi, M.Si.
 NIP. 19760814 199402 1 001

- TEMBUSAN :**
1. Yth. Rektor UPI;
 2. Yth. Pembantu Rektor UPI;
 3. Yth. Direktur Direktorat Akademik UPI;
 4. Yth. Direktur Direktorat Keuangan UPI;
 5. Yth. Pembantu Dekan FPIPS UPI;
 6. Yth. Ketua Program Studi Manajemen Resort dan Leisure FPIPS UPI;
 7. Yth. Kasie Keuangan dan Sumber Daya Manusia FPIPS UPI;
 8. Yth. Kasie Akademik dan Kemahasiswaan FPIPS UPI;
 9. Yth. Kasubag Asst Fasilitas & TIK FPIPS UPI;
 10. Yth. Ybs. untuk diketahui dan dilaksanakan.

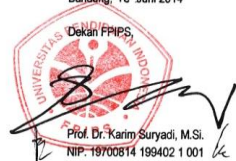
Lampiran : Surat Keputusan Dekan FPIPS Universitas Pendidikan Indonesia
 Nomor : 957 /UN40.2/DT/2014
 Tentang : Panitia, Peserta, Pembimbing dan Penguji Ujian Sidang Sarjana Non Pendidikan (S1)

No	Tanggal & Waktu Pelaksanaan	Nama NIM	Judul Skripsi	Pembimbing	Penguji
1	Rabu, 25 Juni 2014, Pukul 08.00 s.d. Selesai	Lufi Nurfitriani H 1002976	Pengaruh Komponen Paket Meeting dan Kualitas Pelayanan Banquet terhadap Kepuasan Tamu Bisnis di Savoy Homann Bidakara Hotel Bandung	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
2	Sda	Niek Indriyanti 1005691	Pengaruh Kualitas Produk Wisata terhadap Keputusan Pengunjung untuk Berkunjung ke Museum Sen Rupa dan Keramik Jakarta	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
3	Sda	Akbar Nurseptian 0907032	Analisis Fungsi dan Fitur Website Resmi Pariwisata Pemerintah Kota Bandung	1 Dr. Cepi Riyana, S.Pd., M.Pd. 2 Fitri Rahmawati, SP., M.Si.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
4	Sda	Nita Nilamsari 1006332	Pengaruh Motivasi Kerja terhadap Kinerja Karyawan serta Dampaknya pada Kualitas Pelayanan House Keeping Department di Padma Hotel Bandung	1 Erry Sukriah, SE., M.SE. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
5	Sda	Mulyadin 1000933	Pengembangan Atraksi Wisata Pantai Cipatujah sebagai Kawasan Wisata Bahari di Kabupaten Tasikmalaya	1 Prof. Dr. H. Darsiharjo, MS. 2 Fitri Rahmawati, SP., M.Si.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
6	Sda	Citra Dwi Kanla F 0900315	Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Wisatawan di Cikole Jayagiri Resort Bandung	1 Prof. Dr. H. Darsiharjo, MS. 2 Fitri Rahmawati, SP., M.Si.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
7	Sda	Heri Rustandi 1000938	Pengaruh Pengetahuan dan Nilai Wisatawan terhadap Keputusan Berkunjung ke CIC	1 Erry Sukriah, SE., M.SE. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
8	Sda	Hendra Gunawan 1000935	Pengaruh Kepercayaan dan Kepuasan Pengunjung terhadap Loyalitas Pengunjung Museum Geologi Bandung	1 Prof. Dr. H. Darsiharjo, MS. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
9	Sda	Egi Sasmita 1000937	Analisis Daya Dukung Wisata sebagai Upaya Mendukung Fungsi Konservasi dan Wisata di Kebun Raya Cibodas Kabupaten Cianjur	1 Prof. Dr. H. Darsiharjo, MS. 2 Fitri Rahmawati, SP., M.Si.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.
10	Sda	Anggun Mustikawati 1001602	Pengaruh Image Green Hotel terhadap Loyalitas Tamu di Novotel Bandung	1 Fitri Rahmawati, SP., M.Si. 2 Erry Sukriah, SE., M.SE.	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA. 3 Meitri Hening CD., ST., MT.

No	Tanggal & Waktu Pelaksanaan	Nama NIM	Judul Skripsi	Pembimbing	Penguji
11	Sda	Melisiana Rahmah p 1002944	Pengaruh Customer Value Creation dalam Program IHG Reward Club Membership terhadap Loyalitas Tamu di Holiday Inn Resort Batam	1 Ery Sukriah, SE., M.SE. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Dra. Kuswardhanie, M.Ed. 3 Drs. H. Pramaputra, MM.
12	Sda	Verina Annalia 1005551	Analisis Pengaruh Pemanfaatan Situs Traveladvisor terhadap Keputusan Pembelian Kamar Hotel di Kota Bandung sebagai Destinasi Wisata	1 Ery Sukriah, SE., M.SE. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Dra. Kuswardhanie, M.Ed. 3 Drs. H. Pramaputra, MM.
13	Sda	Irwana Hidayat 1005396	Pengaruh Pemberian Insentif & Pelatihan Kerja terhadap Kinerja Kaaryawan Front Office Department The Trans Luxury Hotel Bandung	1 Ery Sukriah, SE., M.SE. 2 Sri Marhanah, SS., MM.	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Dra. Kuswardhanie, M.Ed. 3 Drs. H. Pramaputra, MM.
14	Sda	Gina Gunarti R 1001706	Pengaruh Efektivitas Penilaian Kinerja terhadap Kepuasan Kerja Karyawan food & Beverage Department di Aston Braga Hotel Residence Bandung	1 Prof. Dr. H. Darsihaarjo, MS. 2 Ery Sukriah, SE., M.SE.	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Dra. Kuswardhanie, M.Ed. 3 Drs. H. Pramaputra, MM.
15	Sda	Adam Ramdhani 1005612	Pengaruh Konsep Green Hotel terhadap Minat Berkunjung Wisatawan Kota Bandung	1 Prof. Dr. H. Darsihaarjo, MS. 2 Fitri Rahmatifitria, SP., M.Si.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
16	Sda	Tessa Charla Vyona 1004806	Pengaruh Budaya Kaizen terhadap Kinerja Karyawan Mayang Sari di Nirwana Gardens Resort Bintan	1 Prof. Dr. H. Darsihaarjo, MS. 2 Sri Marhanah, SS., MM.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
17	Sda	Tia Puspita Sari 1001679	Pengaruh Produk Hotel Syaria terhadap Keputusan tamu Menginap di Sofyan Hotel Betawi Jakarta	1 Prof. Dr. H. Darsihaarjo, MS. 2 Rosita, SS., MA.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
18	Sda	Molinda H. Br. Manik 1001927	Dampak Pelaksanaan Corporate Social Responsibility (CSR) Banyan Tree Resort dalam Mendukung Konsep Sustainable Tourism Development di Desa Ungaran Bali	1 Prof. Dr. H. Darsihaarjo, MS. 2 Fitri Rahmatifitria, SP., M.Si.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
19	Sda	Nova Irene 1000517	Analisis Efektivitas CSR Sapulidi Café Resort and Gallery dalam Mendukung Pemberdayaan Management	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Fitri Rahmatifitria, SP., M.Si.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
20	Sda	Miya Rahmianti 1005635	Pengaruh Penilaian Prestasi Kerja dan Pemberian Insentif terhadap Motivasi Kerja Karyawan Karang Setra Waterland Bandung	1 Sri Marhanah, SS., MM. 2 Rosita, SS., MA.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.
21	Sda	Mirza Priyanka 1001725	Pengaruh Top Sales Staff Performance Incentive Hotel terhadap Kinerja Karyawan di Departemen Food and Beverage Service Hard Rock Hotel Bali	1 Sri Marhanah, SS., MM. 2 Rosita, SS., MA.	1 Agus Sudono, SE., MM. 2 Ery Sukriah, SE., M.SE. 3 H. Asep Saefudin Noer, SH., MM.

No	Tanggal & Waktu Pelaksanaan	Nama NIM	Judul Skripsi	Pembimbing	Penguji
22	Sda	Reni Sri Nurdianti 1000932	Pengembangan Atraksi Wisata Situs Cagar Budaya Clungwanra Karang Kamulyan di Kabupaten Ciamis Berdasarkan Preferensi Wisatawan	1 Prof. Dr. R. Gumiwan KP., M.Si. 2 Rosita, SS., MA.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.
23	Sda	Hanisa Aprilia 1001496	Pengembangan Atraksi Wisata di Cipanas Cilengsing Berbasis Preferensi Wisatawan	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.
24	Sda	Anggi Susilowati 0900955	Pengaruh Pengelolaan Kawasan Wisata terhadap Lingkungan di Pantai Pondok Bali	1 Prof. Dr. Wanjat Kastolani, M.Pd. 2 Iwan Setiawan, S>Pd., M.Pd.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.
25	Sda	Taupan Setiady 1002214	Pengaruh Fasilitas Fisik (Service Cape) terhadap Kepuasan Pengunjung di Floating Market Lembang	1 Erry Sukriah, SE., M.SE. 2 Rosita, SS., MA.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.
26	Sda	Oke Laksmi NVSH 1006477	Analisis Peningkatan Kinerja Metode Interpretasi di Museum Pos Indonesia Berdasarkan Kepuasan Pengunjung	1 Erry Sukriah, SE., M.SE. 2 Rosita, SS., MA.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.
27	Sda	Khilofah Safitriah 1002994	Pengemasan Kesenian Sintren sebagai Daya tarik Wisata di Kabupaten Indramayu	1 Prof. Dr. H. Darsiharjo, MS. 2 Rosita, SS., MA.	1 Fitri Rahmafitria, SP., M.Si. 2 Sri Marhanah, SS., MM 3 Drs. H. Gumelar S. Sastrayuda, CTM.

Bandung, 18 Juni 2014



 Dekan FPIPS,

 Prof. Dr. Karim Suryadi, M.Si.

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